

Rep Order# 9839399 Ver# 3 Mod# 1 Status Confirmed

Traffic Order# 1392055

Last Received: 10/11/2012 1:33 PM

1 of 2

Showing Buylines: All Lines

Station WZLX-TV NASHVILLE, TN  
Advertiser ( ) POLITICAL ISSUE GROU  
Product TENN SENATE REP  
Estimate#  
Buyer ANDREA MASSAR  
Phone#  
Fax#

Agency ( ) STRATEGIC MEDIA SERVICES  
3299 K STREET NW, SUITE 200  
WASHINGTON, DC 20007  
Agency C/P1/P2/E  
Flight Dates 10/04/2012 - 10/16/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) JONATHAN VITTI  
Salesperson Phone# 202-955-5342  
Salesperson FAX#

--- CONTRACT COMMENT ---

TENNESSEE SENATE REPUBLICAN CAUCUS \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TH-F,M	8A-9A	TN MORNINGS	:30	\$140.00	OCT11-OCT15	2	1	2	\$280.00	
	2	TU	11A-1130A	FEUD	:30	\$125.00	OCT16-OCT16	1	1	1	\$125.00	
	3	M	1130A-12P	JEOPARDY	:30	\$125.00	OCT15-OCT15	1	1	1	\$125.00	
	4	TH-F,M	6P-630P	2.5 MEN	:30	\$425.00	OCT11-OCT15	4	1	4	\$1,700.00	
	5	TH-F,M	630P-7P	2.5 MEN MADE-GOOD BY LINE \$) 131	:30	\$475.00	OCT11-OCT15	1	1	1	\$475.00	
	13	F	530P-6P	KING OF HILL MKGD FOR SPOTS MISSED ON LN #5, 10/11 1/2(WK)	:30	\$275.00	OCT12-OCT12	1	1	1	\$275.00	
	6	F	9P-10P	LATE NEWS	:30	\$400.00	OCT12-OCT12	3	1	3	\$1,200.00	
	7	F	10P-1030P	LATE NEWS ENCORE	:30	\$150.00	OCT12-OCT12	2	1	2	\$300.00	
	8	TH	7P-8P	X FACTOR MADE-GOOD BY LINE \$) 141	:30	\$1,100.00	OCT11-OCT11	0	0	0	\$0.00	
	14	SU	3P-630P	NFL MKGD FOR SPOTS MISSED ON LN #8, 10/11 1/2(WK)	:30	\$1,100.00	OCT14-OCT14	1	1	1	\$1,100.00	

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2 of 2

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Advertiser ( ) POLITICAL ISSUE GROU  
Product TENN SENATE REP  
Estimate#  
Buyer ANDREA MASSAR  
Phone#  
Fax#

Agency ( ) STRATEGIC MEDIA SERVICES  
3299 K STREET NW, SUITE 200  
WASHINGTON, DC 20007  
Agency C/P1/P2/E  
Flight Dates 10/04/2012 - 10/16/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) JONATHAN VITTI  
Salesperson Phone# 202-955-5342  
Salesperson FAX#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	9	SA	930P-1030P	NEWS	:30	\$300.00	OCT13-OCT13	1	1	1	\$300.00	
	10	SU	1030P-1130P	NEWS	:30	\$425.00	OCT14-OCT14	1	1	1	\$425.00	
	11	F	7P-8P	X FACTOR	:30	\$475.00	OCT12-OCT12	1	1	1	\$475.00	
	12	F	5P-530P	SIMPSONS	:30	\$200.00	OCT12-OCT12	1	1	1	\$200.00	

---REPORT TOTALS---

Report Totals. 20 / \$6,980.00

---SALES MONTHLY TOTALS---

Oct 12. 20 / \$6,980.00

Sales Totals. 20 / \$6,980.00

Station Totals. 20 / \$6,980.00

Lines not sent/rcld/term. 0 / \$0.00

---COMPETITIVE---

Market Totals

\$58,167

CABL 0%

UNKN 0%

WKRN 21%

WUXP 0%

WZTV 12%

WNTX 0%

Books null  
Demos RA35\*

PC



WZTV Nashville  
631 Mainstream Dr  
Nashville, TN 37228

Strategic Media Services  
3289 K Street NW  
Ste 200  
Washington, DC 20007

# Contract # 1392055

Schedule Dates: 10/12/12-10/16/12  
Advertiser: Tennessee Senate Republican Caucus (74591)  
Agency: Strategic Media Services (8287)  
Product: POLITICAL ISSUE (ns) (1187)  
Brand: TENN SENATE REP (479726)  
Salesperson: Millennium/DC, Washington DC (1108)  
Sales Office: Millennium Washington DC  
Buyer Name: MASSAR, ANDREA  
Phone/Fax: /  
CPE: N/A  
Account Types: National/Political Issue Agency BRD  
Billing Type: Standard  
Comments: TENN SENATE REP, TENNESSEE SENATE REPUBLICAN CAUCUS, JONATHAN VITTI, 202.955.5342

Date Entered: 10/11/12  
Last Modified: 10/11/12  
Entered By: Kelly Williams  
CO-OP: No  
Headline #: ECR09839399  
Demo: W35+R  
Order Type: Normal  
Package Deal  
Commission %: 15.00  
Commission: \$1,047.00  
Net Total: \$5,933.00  
Sales Tax

Nashville (WZTV)		
By Broadcast Month	Spots	Rate
Oct. 2012	20	\$6,980.00
<b>Grand Total:</b>	<b>20</b>	<b>\$5,980.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (3)	10/12/12-10/15/12	2	:30	8A- 9A (CST)	1	1			1				2	\$140.00	\$280.00	Nashville (WZTV)		10/11/12
2.0	Normal Line / SPOT (2)	10/16/12-10/16/12	2	:30	11A- Family Feud B	1		1						1	\$125.00	\$125.00	Nashville (WZTV)		10/11/12
3.0	Normal Line / SPOT (3)	10/15/12-10/15/12	2	:30	11:30A- Jeopardy 2	1								1	\$125.00	\$125.00	Nashville (WZTV)		10/11/12
4.0	Normal Line / SPOT (4)	10/12/12-10/12/12	2	:30	5:58P- Two And A Half Men	2				2				2	\$425.00	\$850.00	Nashville (WZTV)		10/11/12
5.0	Normal Line / News (6)	10/12/12-10/12/12	2	:30	9:01P- News Fox 17 News at 9pm	3				3				3	\$400.00	\$1,200.00	Nashville (WZTV)		10/11/12
6.0	Normal Line / News (7)	10/12/12-10/12/12	2	:30	10P- News Fox 17 News at 10pm	2				2				2	\$150.00	\$300.00	Nashville (WZTV)		10/11/12
7.0	Normal Line / News (9)	10/13/12-10/13/12	2	:30	9:30P- News Fox 17 News at 9pm Saturday	1					1			1	\$300.00	\$300.00	Nashville (WZTV)		10/11/12
8.0	Normal Line / News (10)	10/14/12-10/14/12	2	:30	10:30P- News Fox 17 News Late Run (weekend)	1						1		1	\$425.00	\$425.00	Nashville (WZTV)		10/11/12
9.0	Normal Line / SPOT (4)	10/15/12-10/15/12	2	:30	5:58P- Two And A Half Men	2								2	\$425.00	\$850.00	Nashville (WZTV)		10/11/12
10.0	Normal Line / SPOT	10/12/12-10/12/12	2	:30	3P- The Simpsons	1					1			1	\$200.00	\$200.00	Nashville (WZTV)		10/11/12
11.0	Normal Line / Football (8)	10/14/12-10/14/12	2	:30	3P- Sports-Fox NFL Game 2	1					1			1	\$1,100.00	\$1,100.00	Nashville (WZTV)		10/11/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser: \_\_\_\_\_ Date: \_\_\_\_\_  
Accepted-Station: \_\_\_\_\_ Date: \_\_\_\_\_  
Comments: \_\_\_\_\_



WZTV Nashville  
631 Mainstream Dr  
Nashville, TN 37228

Strategic Media Services  
3299 K Street NW  
Ste 200  
Washington, DC 20007

Contract # 1392055

Schedule Dates 10/12/12-10/16/12  
Advertiser Tennessee Senate Republican Caucus (74591)  
Agency Strategic Media Services (8287)  
Product POLITICAL ISSUE (ns) (1187)  
Brand TENN SENATE REP (479726)  
Salesperson Millennium/DC, Washington DC (1108)  
Sales Office Millennium Washington DC  
Buyer Name MASSAR, ANDREA  
Phone/Fax /  
CPE N/A  
Account Types National/Political Issue Agency BRD  
Billing Type Standard  
Comments TENN SENATE REP  
TENNESSEE SENATE REPUBLICAN CAUCUS  
JONATHAN VITTI 202.955.5342

Date Entered 10/11/12  
Last Modified 10/11/12  
Entered By Kelly Williams  
CO-OP No  
Headline # ECR09839399  
Demo W35+R  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$1,047.00  
Net Total \$5,933.00  
Sales Tax

Nashville (WZTV)  
By Broadcast Month  
Oct. 2012  
Grand Total: 20 Spots \$5,980.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
12.0	Normal Line / SPOT (S)	10/12/12-10/12/12	2	:30	6:28P- Two And A Half Men	1					1			1	\$475.00	\$475.00	Nashville (WZTV)		10/11/12
13.0	Normal Line / SPOT	10/12/12-10/12/12	2	:30	6:28P- King of the Hill	1					1			1	\$275.00	\$275.00	Nashville (WZTV)		10/11/12
14.0	Normal Line / Prime Premium	10/12/12-10/12/12	2	:30	6:58P- FOX-X Factor (Friday)	1					1			1	\$475.00	\$475.00	Nashville (WZTV)		10/11/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser: \_\_\_\_\_ Date: \_\_\_\_\_  
Accepted-Station: \_\_\_\_\_ Date: \_\_\_\_\_  
Comments: \_\_\_\_\_

Rep Order# 9839423 Ver# 3 Mod# 1 Status Confirmed

Traffic Order# 1392061

Last Received: 10/11/2012 4:18 PM

1 of 2

Showing Buylines: All Lines

Station WZTV-TV NASHVILLE, TN  
Advertiser ( ) POLITICAL ISSUE GROU  
Product TENN SENATE REP.  
Estimate#  
Buyer ANDREA MASSAR  
Phone#  
Fax#

Agency ( ) STRATEGIC MEDIA SERVICES  
3299 K STREET NW, SUITE 200  
WASHINGTON, DC 20007  
Agency C/P1/P2/E  
Flight Dates 10/17/2012 - 10/23/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) JONATHAN VITTI  
Salesperson Phone# 202-955-5342  
Salesperson FAX#

--- CONTRACT COMMENT ---

TENNESSEE SENATE REPUBLICAN CAUCUS \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W-F	M-TU	11A-1130A FEUD	:30	\$125.00	OCT17-OCT23	2	1	2	\$250.00	
	2	W-F	M-TU	1130A-12P JEOPARDY	:30	\$125.00	OCT17-OCT23	2	1	2	\$250.00	
	3	W-F	M-TU	6P-630P 2.5 MEN	:30	\$425.00	OCT17-OCT23	5	1	5	\$2,125.00	
	4	W-F	M-TU	630P-7P 2.5 MEN	:30	\$475.00	OCT17-OCT23	3	1	3	\$1,425.00	
	5	W	9P-10P	NEWS	:30	\$400.00	OCT17-OCT17	2	1	2	\$800.00	
	6	F	1030P-1130P	NEWS	:30	\$400.00	OCT19-OCT19	1	1	1	\$400.00	
	7	W	10P-1030P	NEWS	:30	\$150.00	OCT17-OCT17	1	1	1	\$150.00	
	8	TU	10P-1030P	NEWS	:30	\$150.00	OCT23-OCT23	1	1	1	\$150.00	
	9	W	7P-9P	X FACTOR	:30	\$1,500.00	OCT17-OCT17	1	1	1	\$1,500.00	
	10	SA	930P-1030P	NEWS	:30	\$300.00	OCT20-OCT20	1	1	1	\$300.00	
	11	SU	8A-9A	FOX NEWS SUNDAY	:30	\$50.00	OCT21-OCT21	1	1	1	\$50.00	
	12	SU	9P-10P	NEWS	:30	\$425.00	OCT21-OCT21	1	1	1	\$425.00	

Rep Order# 9839423 Ver# 3 Mod# 1 Status Confirmed

Traffic Order# 1392061

Last Received: 10/11/2012 1:44 PM

Showing Buylines: All Lines

Station WZTV-TV NASHVILLE, TN  
Advertiser ( ) POLITICAL ISSUE GROU  
Product TENN SENATE REP  
Estimate#  
Buyer ANDREA MASSAR  
Phone#  
Fax#  
Agency ( ) STRATEGIC MEDIA SERVICES  
3299 K STREET NW, SUITE 200  
WASHINGTON, DC 20007  
Agency C/P1/P2/E  
Flight Dates 10/17/2012 - 10/23/2012  
Hiatus Weeks  
Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) JONATHAN VITTI  
Salesperson Phone# 202-955-5342  
Salesperson FAX#

---REPORT TOTALS---

Report Totals: 21 / \$7,825.00

---SALES MONTHLY TOTALS---

Oct 12. 21 / \$7,825.00

Sales Totals: 21 / \$7,825.00

Station Totals: 21 / \$7,825.00

Lines not sent/rcld/term: 0 / \$0.00

---COMPETITIVE---

Market Totals: \$65,208

CABL 0%

UNKN 0%

WKRN 21%

WNPB 0%

WNTX 0%

WSMV 30%

WTVF 37%

WOXP 0%

WZTV 12%

Books null  
Demos RA35#



WZTV Nashville  
631 Mainstream Dr  
Nashville, TN 37228

Smart Media Group-Alexandria  
814 King St  
Ste 400  
Alexandria, VA 22314

### Contract # 1392061

Schedule Dates 10/17/12-10/23/12  
Advertiser Tennessee Senate Republican Caucus (74591)  
Agency Smart Media Group-Alexandria (6613)  
Product POLITICAL ISSUE (ns) (1187)  
Brand TENN SENATE REP (479726)  
Salesperson Millennium/Dc, Washington DC (1108)  
Sales Office Millennium Washington DC  
Buyer Name MASSAR, ANDREA  
Phone/Fax /  
CPE N/A  
Account Types National/Political Issue Agency BRD  
Billing Type Standard  
Comments TENN SENATE REP  
TENNESSEE SENATE REPUBLICAN CAUCUS  
JONATHAN VITTI 202.955.5342

Date Entered 10/11/12  
Last Modified 10/11/12  
Entered By Kelly Williams  
CO-OP No  
Headline # ECR09839423  
Demo A35+R  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$1,173.75  
Net Total \$5,651.25  
Sales Tax

Nashville (WZTV)  
By Broadcast Month  
Oct. 2012  
Grand Total:  
Spots 21  
Rate \$7,825.00  
\$7,825.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	10/17/12-10/23/12	2	:30	11A- Family Feud B	1	X	X	X	X	X			2	\$125.00	\$250.00	Nashville (WZTV)		10/11/12
2.0	Normal Line / SPOT (2)	10/17/12-10/23/12	2	:30	11:30A- Jeopardy 2	1	X	X	X	X	X			2	\$125.00	\$250.00	Nashville (WZTV)		10/11/12
3.0	Normal Line / SPOT (3)	10/17/12-10/17/12	2	:30	6P- Two And A Half Men 2				1					1	\$425.00	\$425.00	Nashville (WZTV)		10/11/12
4.0	Normal Line / SPOT (4)	10/17/12-10/17/12	2	:30	6:28P- Two And A Half Men				1					1	\$475.00	\$475.00	Nashville (WZTV)		10/11/12
5.0	Normal Line / News (5)	10/17/12-10/17/12	2	:30	9:01P- News-Fox 17 News at 9pm				2					2	\$400.00	\$800.00	Nashville (WZTV)		10/11/12
6.0	Normal Line / News (6)	10/19/12-10/19/12	2	:30	10:30P- News-Fox 17 News at 9pm Late Run					1				1	\$400.00	\$400.00	Nashville (WZTV)		10/11/12
7.0	Normal Line / News (7)	10/17/12-10/17/12	2	:30	10P- News-Fox 17 News at 10pm				1					1	\$150.00	\$150.00	Nashville (WZTV)		10/11/12
8.0	Normal Line / News (8)	10/23/12-10/23/12	2	:30	10P- News-Fox 17 News at 10pm			1						1	\$150.00	\$150.00	Nashville (WZTV)		10/11/12
9.0	Normal Line / Prime Premium (9)	10/17/12-10/17/12	2	:30	6:58P- FOX X- Factor (Wednesday)				1					1	\$1,500.00	\$1,500.00	Nashville (WZTV)		10/11/12
10.0	Normal Line / News (10)	10/20/12-10/20/12	2	:30	9:30P- News-Fox 17 News Saturday							1		1	\$300.00	\$300.00	Nashville (WZTV)		10/11/12
11.0	Normal Line / SPOT (11)	10/21/12-10/21/12	2	:30	8A- FOX-FOX News Sunday							1		1	\$50.00	\$50.00	Nashville (WZTV)		10/11/12

### CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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WZTV Nashville  
631 Mainstream Dr  
Nashville, TN 37228

Smart Media Group-Alexandria  
814 King St  
Ste 400  
Alexandria, VA 22314

**Contract # 1392061**

**Schedule Dates** 10/17/12-10/23/12  
**Advertiser** Tennessee Senate Republican Caucus (74591)  
**Agency** Smart Media Group-Alexandria (6613)  
**Product** POLITICAL ISSUE (ns) (1187)  
**Brand** TENN SENATE REP (479726)  
**Salesperson** Millennium/D.C. Washington DC (1108)  
**Sales Office** Millennium Washington DC  
**Buyer Name** MASSAR, ANDREA  
**Phone/Fax** /  
**CPE** N/A  
**Account Types** National/Political Issue Agency BRD  
**Billing Type** Standard  
**Comments** TENN SENATE REP  
TENNESSEE SENATE REPUBLICAN CAUCUS  
JONATHAN VITTI 202.955.5342

**Date Entered** 10/11/12  
**Last Modified** 10/11/12  
**Entered By** Kelly Williams  
**CO-OP** No  
**Headline #** ECR09839423  
**Demo** A35+R  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$1,173.75  
**Net Total** \$6,651.25  
**Sales Tax**

Nashville (WZTV)		
By Broadcast Month	Spots	Rate
Oct 2012	21	\$7,825.00
<b>Grand Total:</b>	<b>21</b>	<b>\$7,825.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	No	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
12.0	Normal Line / News (12)	10/23/12-10/23/12	2	:30	9-10P- News-Fox 17 News at 9pm	1							1	1	\$425.00	\$425.00	Nashville (WZTV)		10/11/12
13.0	Normal Line / SPOT (3)	10/18/12-10/19/12	2	:30	5:58P- Two And A Half Men	2				1	1			2	\$425.00	\$850.00	Nashville (WZTV)		10/11/12
14.0	Normal Line / SPOT (3)	10/22/12-10/23/12	2	:30	5:58P- Two And A Half Men	2								2	\$425.00	\$850.00	Nashville (WZTV)		10/11/12
15.0	Normal Line / SPOT (4)	10/22/12-10/23/12	2	:30	6:28P- Two And A Half Men	2								2	\$475.00	\$950.00	Nashville (WZTV)		10/11/12

**CONFIRMATION CONTRACT**

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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